



# *The Heath & Hampstead Society*

P.O. BOX 38214 LONDON NW3 1XD

The Society examines all Planning Applications relating to Hampstead, and assesses them for their impact on conservation and on the local environment.

## **To London Borough of Camden, Development Control Team**

Planning Ref: 2016/2368/A

Address: Pavement at 44 Rosslyn Hill NW3

Description: Display screen in bus shelter

Case Officer: Leela Muthoora

Date: 23 September 2016

Note: these comments apply equally to identical proposals as follows:

2016/2373/A 64-66 Hampstead High Street NW3

2016/2374/A 68-69 Hampstead High Street NW3

2016/2375/A 30 Hampstead High Street NW3

2016/2376/A 247 Haverstock Hill NW3

These illuminated display panels are unnecessarily bright, garish, intrusive, and over-commercialised in our Conservation Area, where illuminated shop signs are prohibited by Article 4 Direction.

They would constitute light pollution on a multiple basis.

Most are located below premises which include residential accommodation at first floor and above, and would be invasive of residents' privacy during night-time hours. The panels' ever-changing flickering images would be especially unwelcome and intrusive.

We note that TfL write in support of them. They would, of course; they would benefit financially from the resulting rentals. Their support also includes statements:

"...safer and more efficient deliveries..." What can this possibly mean?

"...improving the environment...including air quality...." This is plain rubbish; an illuminated sign could not possibly improve any environment, or affect air quality.

Such meaningless statements devalue anything TfL may have to say.

We don't want such ugly, offensive things in our Conservation Area.

Please refuse